

## Statewide Lodging Performance 2006 vs 2007

<b>Market Year</b>	<b>Occupancy</b>	<b>ADR</b>	<b>RevPAR</b>	<b>Demand</b>	<b>Supply</b>
<b><i>United States</i></b>					
2006	63.3%	\$97.89	\$61.96	1,017,598,901	1,607,793,231
2007	63.2%	\$103.64	\$65.50	1,030,187,630	1,630,154,043
% change	-0.2%	5.9%	5.7%	1.2%	1.4%
<b><i>Mountain Region</i></b>					
2006	66.1%	\$94.66	\$62.60	126,851,058	191,805,582
2007	66.5%	\$100.20	\$66.67	128,118,692	192,538,882
% change	0.6%	5.9%	6.5%	1.0%	0.4%
<b><i>State of Arizona</i></b>					
2006	66.9%	\$98.75	\$66.10	24,275,553	36,269,032
2007	66.3%	\$105.17	\$69.69	24,140,038	36,428,001
% change	-0.9%	6.5%	5.4%	-0.6%	0.4%
<b><i>Metro Phoenix</i></b>					
2006	68.2%	\$113.28	\$77.22	13,059,158	19,156,932
2007	66.9%	\$120.54	\$80.60	12,840,217	19,202,716
% change	-1.9%	6.4%	4.4%	-1.7%	0.2%
<b><i>Metro Tucson</i></b>					
2006	68.0%	\$93.52	\$63.59	3,798,181	5,585,690
2007	66.5%	\$100.95	\$67.16	3,705,014	5,568,796
% change	-2.2%	7.9%	5.6%	-2.5%	-0.3%
<b><i>Flagstaff AZ</i></b>					
2006	64.8%	\$71.43	\$46.32	1,165,078	1,796,738
2007	65.9%	\$76.49	\$50.43	1,180,698	1,790,924
% change	1.7%	7.1%	8.9%	1.3%	-0.3%
<b><i>Non-metro AZ</i></b>					
2006	65.3%	\$75.68	\$49.41	7,019,767	10,751,747
2007	66.0%	\$81.47	\$53.77	7,199,983	10,909,334
% change	1.1%	7.7%	8.8%	2.6%	1.5%

**Source: Smith Travel Research-** The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

\* % change compared to last year